

KUMARAGURU COLLEGE OF LIBERAL ARTS AND SCIENCE

BBA (Bachelor of Business Administration)

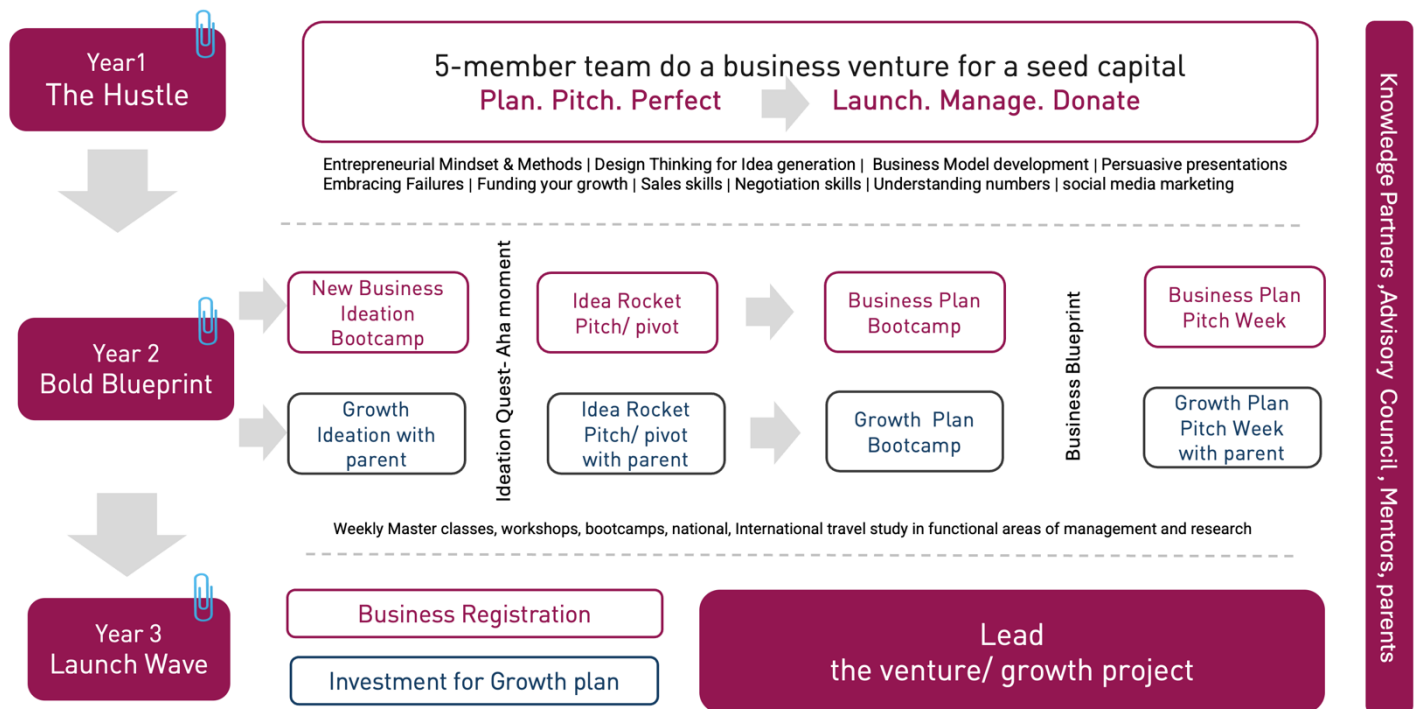
Learning Zones / Pathway	Global Pathway	Pathway 1	Pathway 2
International Travel & Study	1 USA / Europe / Auz/ Sing	1 GCC / Southeast Asia	NA
National Travel & Study	NA	NA	1
Regional Travel & Study	NA	1	1
Industry Micro-Credential Course	4	3	2
Outbound Leadership training	1	1	1
International online courses (COURSERA)	10	8	7
Sponsorship for Registration in National Events	✓	✓	NA
Foreign Language	✓	✓	✓
Career Prep – CAT/ TOEFL/ IELTS	✓	✓	✓

* *For immersion programs, only the course fee will be covered by the college through the Pathway. Students will be responsible for all other expenses, including travel, food, accommodation, and personal costs.*

KCLAS is now transforming its general BBA program into a cutting-edge model that focuses on nurturing young entrepreneurs and intrapreneurs. This new approach is designed to equip students with the skills, mindset, and experience needed to innovate within existing organizations or to launch their own ventures.

Objectives of BBA Young Entrepreneurship Program

- Ⓜ **Develop an entrepreneurial mindset:** Cultivate creativity, resilience, and risk-taking abilities through targeted courses and mentorship.
- Ⓜ **Enable new venture creation:** Provide comprehensive support for starting businesses, including business plan development, incubator access, and practical project experience.
- Ⓜ **Enhance family business growth:** Offer specialized training on family business dynamics, growth strategies, and succession planning to drive expansion and innovation.
- Ⓜ **Foster intrapreneurial skills:** Equip students to lead innovation and manage projects within established organizations through specialized courses and corporate partnerships.



Choosing the Learning Cohort

- **If you have a family business** or are passionate about preserving and growing a family enterprise, the Family Business Learning Cohort will provide you with the necessary skills and insights to manage family dynamics while ensuring business success.

Learning Cohort 1: Family Business

Focus

This focuses on understanding the complexities of managing and growing family-owned businesses, integrating traditional business practices with innovative strategies to ensure long-term sustainability and expansion.

Possible Courses (Advanced/Specialized)

- Family Business Management
- Succession Planning in Family Businesses
- Organizational Behavior and Culture in Family Enterprises
- Financial Management in Family Businesses
- Governance in Family-Owned Businesses
- Leadership and Decision-Making in Family Firms
- Business Strategy for Family-Owned Enterprises
- Conflict Resolution in Family Businesses
- Tax Planning and Financial Laws for Family Businesses
- Innovation and Sustainability in Family Firms

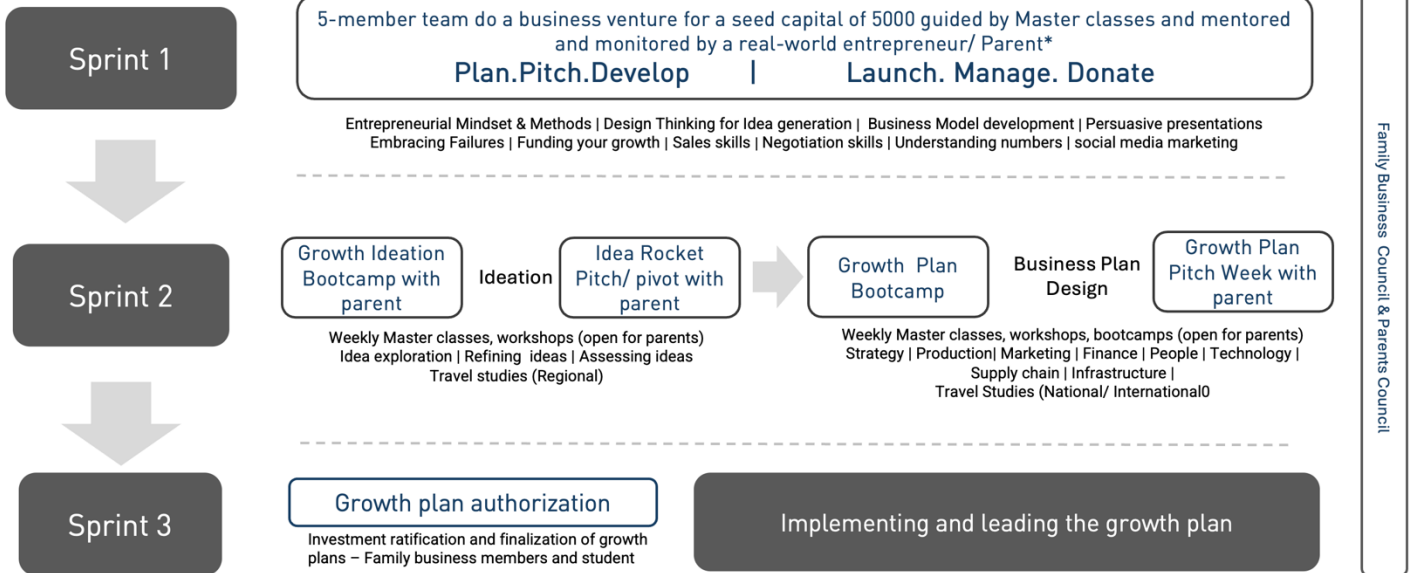
* Selected courses from the above list will be offered based on industry trends, chosen pathway & requirements, as recommended by the committee

Career Opportunities

- **Family Business Manager:** Oversee the day-to-day operations of a family-owned business.
- **Family Business Consultant:** Help family firms navigate succession planning, governance, and operational efficiency.

- **Entrepreneur/Owner of Family Business:** Take over the leadership or continue the expansion of the family business.
- **Business Development Manager:** Responsible for exploring new markets, products, or services for the business.
- **Strategic Advisor:** Guide on mergers, acquisitions, or diversification of family businesses.

BBA -NextGen Growth Track



Choosing Between Learning Cohorts

- **If you're passionate about creating your own business**, seeking innovation, and diving into the dynamic world of startups, the Start-Up Learning Cohort provides a comprehensive foundation for building your venture.
- **If you're inclined to continue a legacy**, navigating the complexities of family dynamics while modernizing and expanding an existing business, the Family Business Learning Cohort will offer tailored skills and expertise.

Learning Cohort 2: Start-Up

Focus

This is designed for students looking to create their own ventures, innovate, and lead the next generation of businesses. The focus is on building practical knowledge of entrepreneurship, fundraising, scaling businesses, and navigating the startup ecosystem.

Possible Courses (Advanced/Specialized)

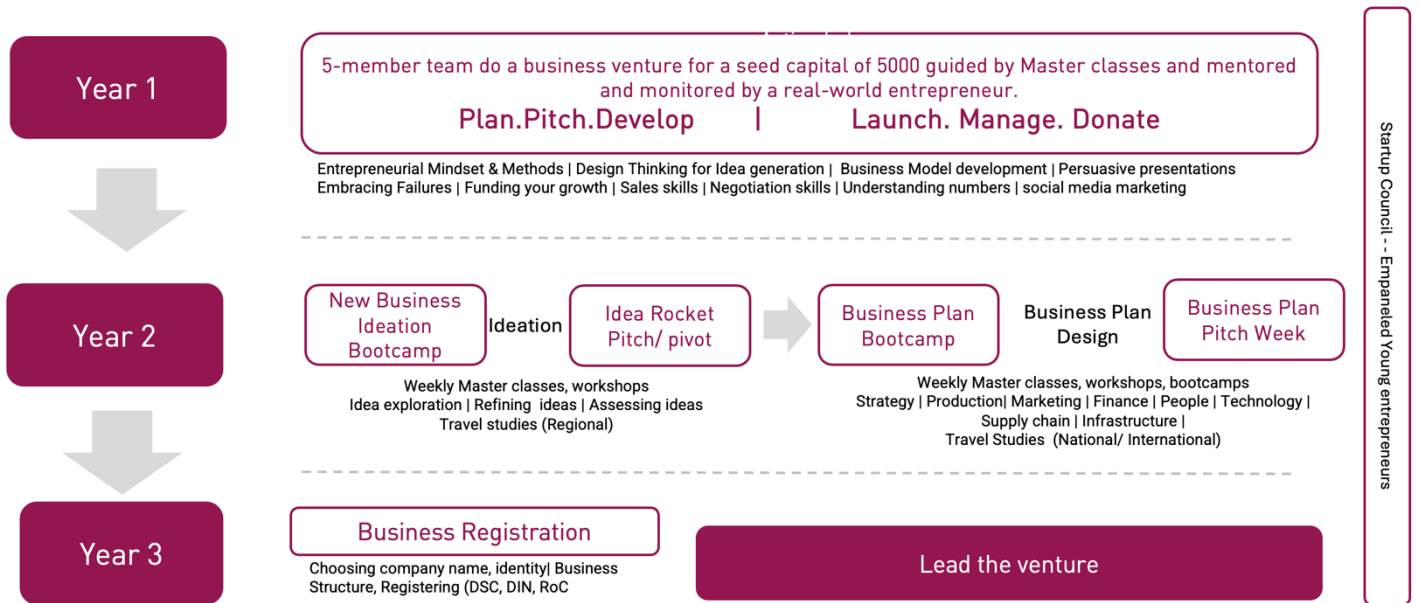
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| <ul style="list-style-type: none"> • Introduction to Entrepreneurship • Venture Capital and Angel Investments • Innovation and Product Development • Digital Marketing for Startups • Business Model Innovation | <ul style="list-style-type: none"> • Startup Funding and Financial Management • Legal Aspects of Starting a Business • Entrepreneurial Leadership • Market Research for Startups • Pitching and Negotiation Skills |
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** Selected courses from the above list will be offered based on industry trends, chosen pathway & requirements, as recommended by the committee*

Career Opportunities

- **Entrepreneur/Founder:** Build your own business from the ground up.
- **Startup Operations Manager:** Manage day-to-day operations in a start-up environment.
- **Venture Capital Analyst:** Analyze and invest in promising start-ups.
- **Product Manager:** Oversee product development, marketing, and strategy within a start-up.
- **Startup Consultant:** Advise emerging businesses on strategy, scaling, and market positioning.

BBA Startup Track



Partners

Babson US | TUM Asia | EM Normandie | Spread Design | FORGE | TIE Global | IIM-Indore | IIM-Kozhikode | SPJIMR | Master's Union | NSE | NISM | Logistics skill sector council | Coursera | IBM | KPMG | IMS | Coursera | Breakthrough | Cochin Chamber of Commerce | Goethe Zentrum